

GENERATIVE AI WORKSHOP

Data Analytics for Professional Accountants
(ACCTG 522)

Class 12 | MPAcc Class of 2026



Welcome!

Class Agenda

- **Review: Generative AI**
- Labs:
 - Overview: GenAI for accounting innovators
 - Hints and Tips
 - Discussion Group Teamwork
- Discussion Team Brief Presentations and Peer Feedback
- Conclusion and look ahead

Generative AI capabilities

Generative AI can produce a wide range of outputs depending on the specific application and type of data that is needed. Here are some common output types that are applicable to business

Text

Prompt: Explain the business impact of Generative AI in 50 words

Generative AI can significantly improve business efficiency by automating repetitive tasks, generating new ideas, and improving decision-making through data analysis. It can also increase revenue by creating personalized experiences for customers and identifying new market opportunities.

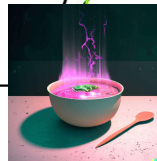
Video

Prompt: Create a video of a teddy bear painting a portrait



Image

Prompt: A bowl of soup that is a portal to another dimension as digital art



Audio

Generative AI-powered customer service agents

- Phone / Voice
- Multi-Lingual
- Multiple Tasks
- Empathy / Humor
- Ensures Resolution
- Systems Integration

Code

Prompt: In python, code a program that predicts the likelihood of customer conversion

```
import pandas as pd
from sklearn.linear_model import LogisticRegression
from sklearn.metrics import roc_auc_score
from sklearn.metrics import confusion_matrix

# Load the dataset
data = pd.read_csv('customer_data.csv')

# Split the data into input features (X) and target variable (y)
X = data[['age', 'income', 'education']]
y = data['converted']

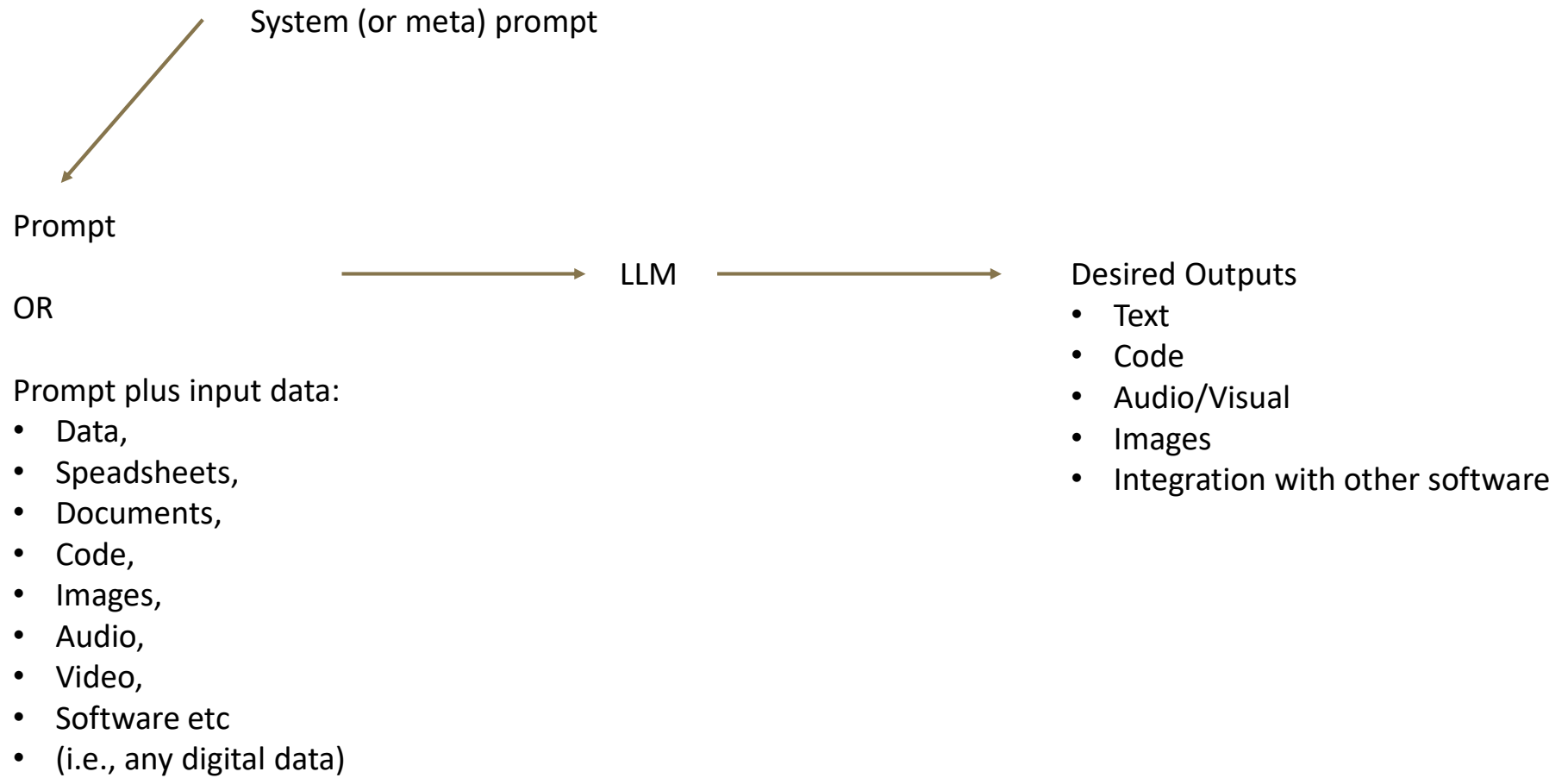
# Split the data into training and test sets
X_train, X_test, y_train, y_test = train_test_split(X, y, test_size=0.2, random_state=42)

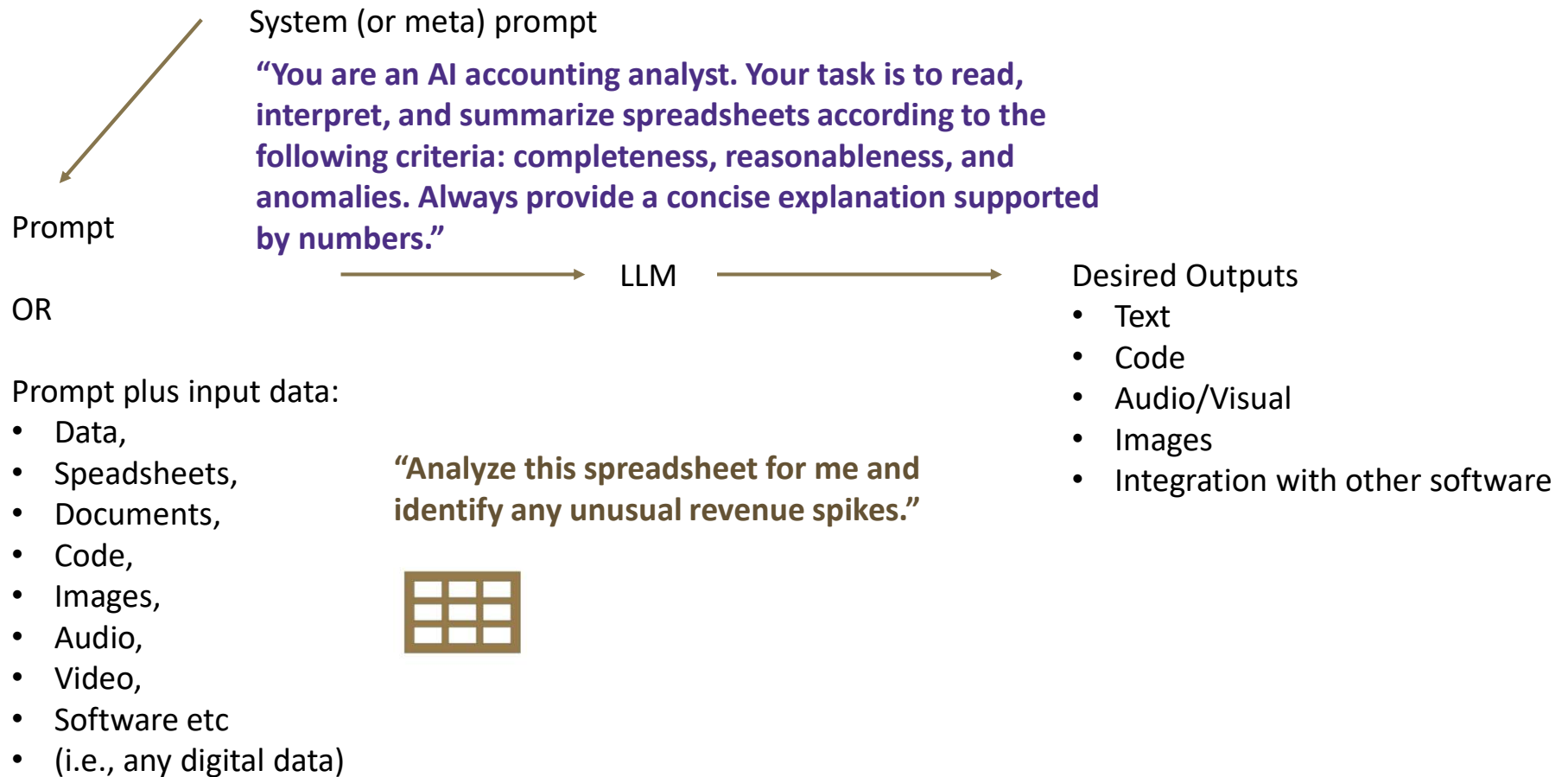
# Create a logistic regression model
model = LogisticRegression()
```

3D

Prompt: A beautiful dress made out of garbage bags, on a mannequin. Studio lighting, high quality, high resolution.







Core Capabilities: Doc & Data Intelligence

Doc Intelligence

- Automated understanding and summarization of documents
- Quick extraction of important points and data from any text
- Comparison of document contents to identify key differences
- Accurate language translation for diverse document types
- Trend and pattern detection within large volumes of text

Data Intelligence

- Connect to any data source, integrating seamlessly with AI.
- Utilize AI to uncover deep insights from complex datasets.
- Empower finance to do real-time decision-making with dynamic, AI-driven data analysis.
- Leverage predictive analytics to forecast trends and guide strategic planning.

Welcome!

Class Agenda

- Review: Generative AI
- **Labs:**
 - **Overview: GenAI for accounting innovators**
 - **Hints and Tips**
 - **Discussion Group Teamwork**
- Discussion Team Brief Presentations and Peer Feedback
- Conclusion and look ahead

Overview: Task

This is an open-end case to encourage creativity and self-directed learning (and comfort with Gen AI tools).

Teams will **conceive, design and prototype** an accounting-related solution that leverages GenAI.

Overview: Presentation

A brief **2-3 minute presentation** on findings covering:

- The problem or opportunity you addressed.
- How GenAI was used to develop or power the solution and/or a demonstration of the working features (focusing on the Gen AI role)

Hints and Tips

1. Teams need to define the scope of the project by identifying a **specific** tool, process improvement, workflow enhancement, simple application or any other solution that supports the work of accounting professionals or accounting students.

Hints: Potential scope

The scope is wide, but to help narrow the scope consider:

- Gen AI as an assistant for a task in any case, exercise or project (including the final) from any MPAcc course.
- Any other task that could benefit from Gen AI in an accounting/accounting related area.

Hints and Tips

2. Teams need to attempt to test how the Gen AI tool can be integrated practically. This means that in many use cases, you will need to use data as part of the input.

Tips: e.g., input data: 10-Ks, transaction data, etc., either use material from prior classes or generate data like in the Skylar / Pure Oils case.

Thank you!

